

Proactive Traffic Management for Recurring Special Events



SUMMERFEST



Wisconsin
State Fair Park



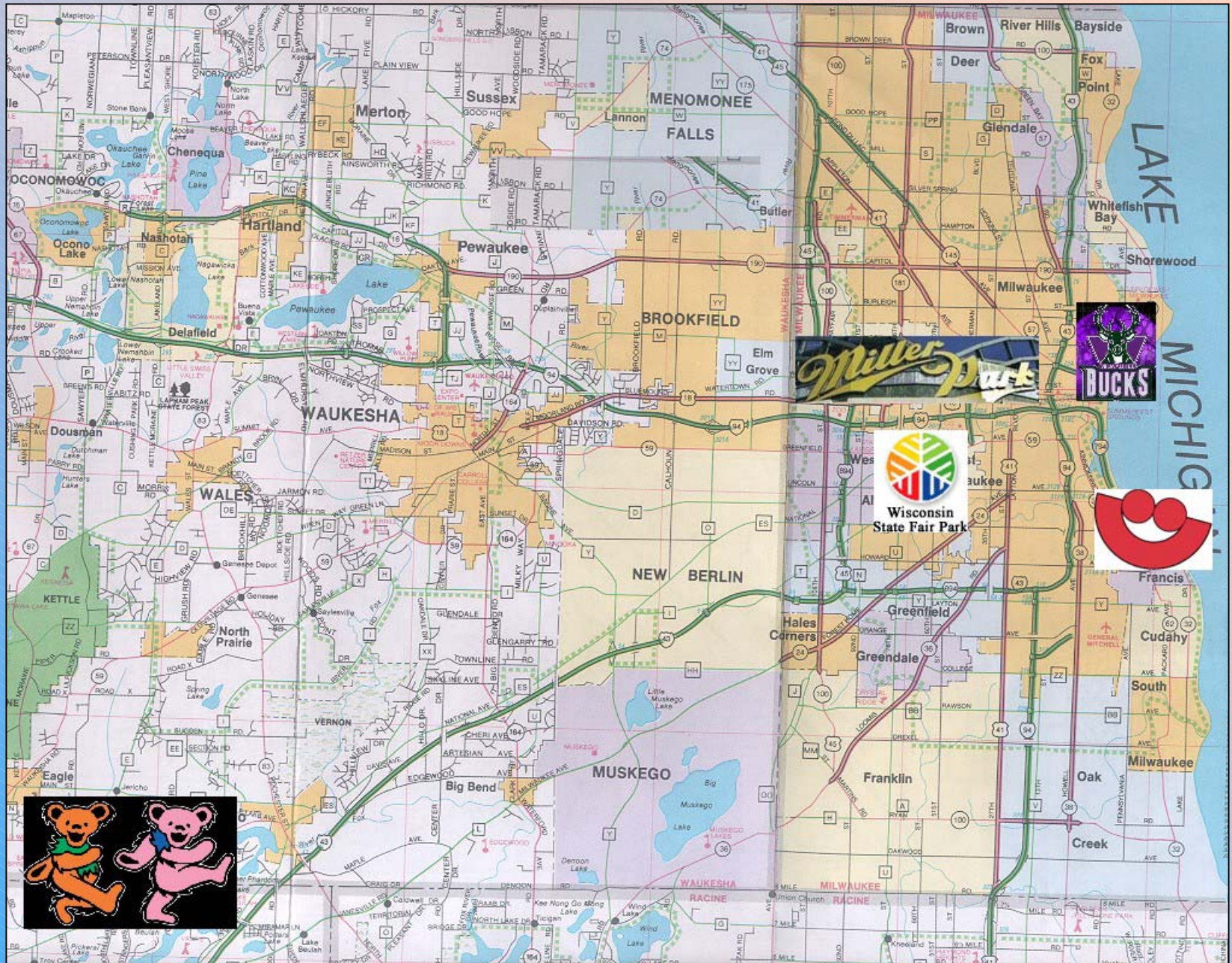
ITE 2003 Technical Conference

Ft. Lauderdale, Florida

March 25, 2003



Southeastern Wisconsin at a glance



Special Events in Milwaukee

- Summerfest music festival
- Miller Park baseball (All Star Game 2002)
- Greater Milwaukee Open
- Harley Davidson reunions
- Alpine Valley music theater
- Summer concerts and festivals
- Bradley Center events (basketball/hockey/concerts)
- State Fair Park
- Great Circus Parade

WisDOT Field Components

- CCTV
- VMS
- Ramp Meters
- Portable VMS
- Traffic Operations Center
- Highway Advisory Radio



WisDOT Field Components

Highway Advisory Radio (HAR)

- Four active units, three additional proposed by 2005
- Average radius 10 mi.
- Broadcast weather, traffic, special event, and emergency information



Regional Impact

- Regional population:
 - 10 million
- Milwaukee Metro population:
 - 900,000
- Length of summer Special Event season:
 - Begins mid May
 - Ends mid September
- Revenue generated annually
 - \$7 billion statewide
 - \$1.5 billion Metro Milwaukee



Special Events Planning Tool

- Severity Level Matrix
- Developed with help of Law Enforcement and event sponsor
- Provides anticipated level of response required for each event

Special Event Traffic Management Planning Tool						
Instructions: Determine what level of traffic will be experienced by answering the following questions to the best of your ability. Please place an "x" in the white box below the appropriate answer.						
What is the predicted special event attendance?	Under 20,000	20,000 - 30,000	30,000 - 40,000	40,000 - 60,000	over 60,000	
City Center holds 18,000 - 20,000 Main Hall holds 42,000 For more attendance information contact the TOC.						
Does the event mandate lane or ramp closures?	No	Single Closure	Multiple Closures	Full Freeway Closure	Freeway Closure and Additional Closures	
Do any ramps, lanes, arterials, or freeways closed to mandate a special event?						
TRAFFIC CONDITION: LEVEL 3						

Summerfest

- 100,000 patrons per day – Over 1 million annually
- Henry W. Maier lakefront Festival grounds
- Scenario based Traffic Management Plan
- Field equipment used
 - VMS
 - Portable VMS
 - CCTV
 - HAR
 - Transit (MCTS)

Scenario 2 – Summerfest Parking *Lots Full*

Hours of operation: 10 AM to 11 PM when lots are full

VMS Messages:

KK River (**Sign 6**):

Parking Lots Full at Summerfest Tune to 1610 AM

College Ave (**Sign 10**):

Parking Lots Full at Summerfest Use Exit 72C - Downtown

Locust St (**Sign 2**):

Summerfest Parking Full Exit 72C – Wells Tune 1610

89th St (**Sign 19**):

Parking Lots Full at Summerfest Tune to 1610 AM

I-43 SB @ Mequon Rd (**Sign 21**)

Summerfest Lots Full

Use Browndeer Park/Ride Lot

STH 119 Airport Spur (**Sign 11**)

Summerfest Lots Full

Use Loomis Park/Ride Lot

I-94/43 @ CTH G Racine Co. (**Sign 23**)

Summerfest Lots Full

Use Ryan Rd or

College Ave Park/Ride Lots

I-94/43 @ CTH Q Kenosha Co. (**Sign 24**)

Summerfest

- 4th of July and “Big Bang” fireworks close major freeway segments
- High level of interagency coordination
- TOC staffing extended due to traffic impacts



Interagency coordination

- WisDOT
- Milwaukee Co. Sheriff's Dept.
- City of Milwaukee DPW
- City of Milwaukee Police
- Milwaukee Co. Transit
- Summerfest staff

Summerfest

- On-site parking is very limited
- Park and Ride sites heavily used
 - Transit/shuttle busses available for small fare- return trips free
- Out of town travelers make up 45% of patrons
- Hours of operation: 11am-midnight daily

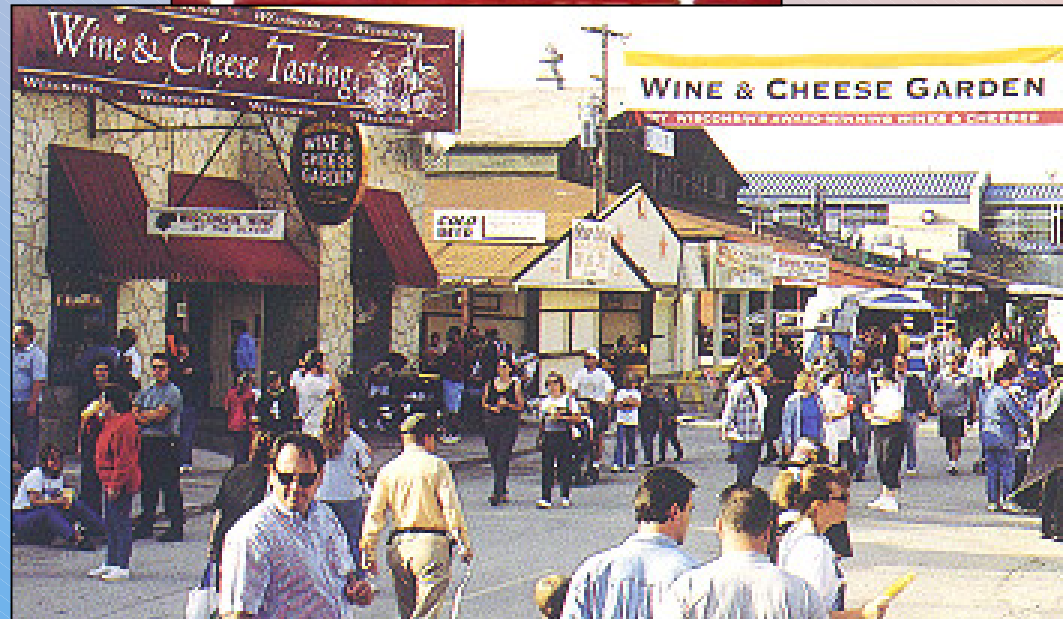


State Fair Park



Wisconsin
State Fair Park

- Multi venue site
 - Wisconsin State Fair
 - Harley Davidson Reunion Bash
 - Various events and festivals
- Fill and Spill Plan
- Interagency coordination
 - Milwaukee Co. Sheriff's Dept.
 - City of West Allis police
 - WisDOT
 - State Fair staff



Miller Park

- Capacity 42,000
- Freeway Access from I-94 to Miller Park Way (USH 41)
- Tailgating
- On-site TOC for sold out and high attendance games
 - Camera control
 - VMS control
 - Portable VMS control
 - Direct contact with Miller Park parking personnel



Miller Park



- Multi agency coordination
 - WisDOT
 - Milwaukee Brewers staff
 - Milwaukee Co. Sheriff's Dept
- All Star Game 2002
 - Traffic Management Plan
- Portable VMS used extensively
- VMS used for parking info.
- CCTV used



Harley Davidson 100th Anniversary

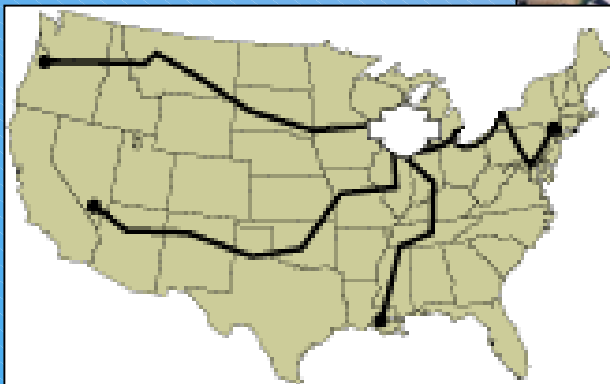
- Multi site venue
- Week long celebration
- Projected attendance over 500,000
- Aprox. 75% of visitors from out of state
- Multi agency coordination
 - WisDOT
 - House of Harley Davidson
 - Milwaukee Co. Sheriff's Dept.
 - City of Greenfield police
 - City of Greenfield DPW



Harley Davidson 100th Anniversary

- State Fair Park Site Set-up
- VMS/ Portable VMS
- CCTV
- Public information

THE WORLD'S LARGEST
ROLLING BIRTHDAY PARTY



Grateful Dead Reunion Concert

- 1989 concert at Alpine Valley saw 200,000 Grateful Dead Fans
- Property damage, roadway blockage, no emergency egress plan
- Traffic Management plan not utilized for 1989 concert
- Extensive Public Information Campaign



Grateful Dead Reunion Concert

Traffic Management Plan
timeline:

- Aprox. 5 weeks of plan time
- ½ day meetings every Friday to develop plan
- High level of interagency coordination
- Rest areas closed to public and used for law enforcement staging area



Grateful Dead Reunion Concert

- Components:
 - Portable VMS and HAR
 - Type 3 barricades and traffic cones
 - Portable Lighting Units
 - ATV/Bicycle/Equestrian Patrols
- Interagency Coordination
 - WisDOT
 - Many County Sheriff's Dept.'s



Walworth Co. Special Events Ordinance

Ordinance No. 232 - 11/02

Repealing and Recreating Article II of Chapter 10
of the Walworth County Code of Ordinances Relating to Concerts and Certain Events.

NOW THEREFORE, THE WALWORTH COUNTY BOARD OF SUPERVISORS DOES ORDAIN
AS FOLLOWS:

PART 1: THAT Article II of Chapter 10 of the Walworth County Code of Ordinances is hereby repealed
in its entirety and recreated to read as follows:

“ARTICLE II

CONCERTS AND CERTAIN EVENTS

DIVISION 1. GENERALLY

Extraordinary services means reasonable and necessary services provided by the County above and beyond its normal capabilities and requirements of providing for public health and safety that cause a measurable burden upon the County. Such services shall include extra police protection, traffic control or refuse collections and the administration of this Ordinance.

s, when used in this article, shall have the
text clearly gives a different meaning:

ed speech, performance, presentation or
ramatic or dance presentations, variety
, presentations or gatherings of people

where the intent of the person attending can be construed to be the visual or auditory observation of
persons, performers or objects, and for which a separate admission is required regardless of whether

Sec. 10-28. Recovery of expenses incurred for providing extraordinary governmental services.

(a) As a condition of any license granted hereunder, the licensee shall be responsible for reimbursing the
County for the cost of providing extraordinary governmental services required as a result of the
licensed event as provided in this section.

ices provided by the County above and
for public health and safety that cause a
le extra police protection, traffic control or

re, an open-air structure or entertainment

facility, or other like place, where an event is to be held.

Person means the county, any individual, corporation, firm, partnership, association, organization,
nit as well as individually, and shall also
entative appointed according to law.

(b) There shall be a charge for each ticket sold, as shall be determined, from time to time, by the
Executive Committee, which charge shall be collected by the licensee and forwarded to the County
within 30 days after each event. The licensee shall provide the County with complete ticket manifests
for each event, and grant to the county the right to audit attendance figures for each event within one
(1) year following the date of the event.

pursuant to the authority granted by Wis.
to regulate events held at facilities within
elfare. It is also the purpose to enable the
governmental services as well as the costs

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Special Events



Traffic Management and Special Events



SUMMERFEST



Wisconsin
State Fair Park



For more information:

www.dot.state.wi.us
414-227-2166

or

scott.silverson@dot.state.wi.us

WisDOT Traffic Operations Center

633 W. Wisconsin Ave.

Suite 1200

Milwaukee, WI 53203

